

**In The Specification**

In The Abstract

Please amend the Abstract as follows.

A system and method that reduces ~~It is the object of the present invention to~~  
~~reduce the content selection cost, to commercialize the proper picture content quickly, and to~~  
~~reduce the cost required to research the detailed sales market. The content~~Content introduction  
information is sent to a contents polling apparatus, the content introduction information is  
displayed at ~~by means of~~ a contents introduction information display means, A a poller pollee  
views the displayed content introduction information and enters the contents polling information  
for each picture content, the entered contents polling information is sent to a contents market  
research apparatus, which ~~and the contents market research apparatus~~ counts the sent contents  
polling information and generates a counted result as the output.